

^{inCider}AppleWatch

January/February 1990

Heading into the '90s

Nineteen eighty-nine was a significant year for *inCider* magazine and for the Apple II market. The acquisition of *A+* magazine was the highlight of the year for us. Our investment in *A+* exemplifies our long-term commitment to the Apple II market. It also provides you with an efficient single avenue to reach potential customers.

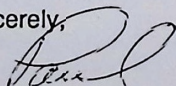
Apple II users also continue to show their commitment to the machine. More power, more speed, and more memory is the rallying cry of loyal II users who are constantly looking for ways to build upon their systems. This investment in performance, however, leaves several unanswered questions as we enter 1990. While II users are building more powerful systems, they have diverse interests in terms of applications. Our challenge is to effectively serve a reader base that has divergent needs.

One approach we're investigating is supplemental editorial. This would allow us to provide additional information to special-interest groups. For example, many *inCider* readers would be willing to pay extra for supplements on subjects such as education, desktop publishing, programming, and entertainment. This will also allow us to better qualify our audience for marketers who want to reach these readers with special interests. We are also looking at programs that will allow us to prequalify sales leads. This should increase our efficiency and, let's hope, sales for your advertising dollars.

To remain profitable in the '90s we must work together. I look forward to taking on this challenge, and I'm confident we will continue to prosper in the Apple II market.

A final note: I want to thank you again for your continued support throughout 1989. I wish you all a happy and healthy new year.

Sincerely,



Paul Boule



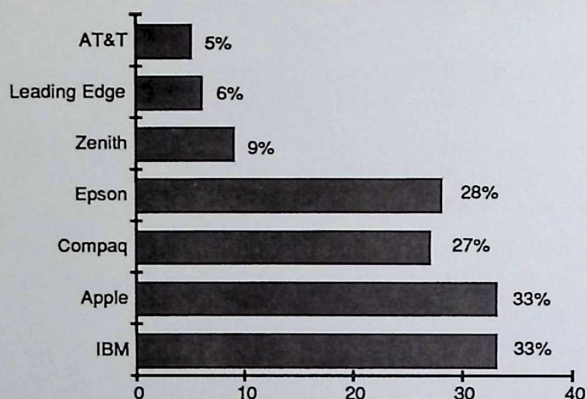
Paul Boule
Publisher

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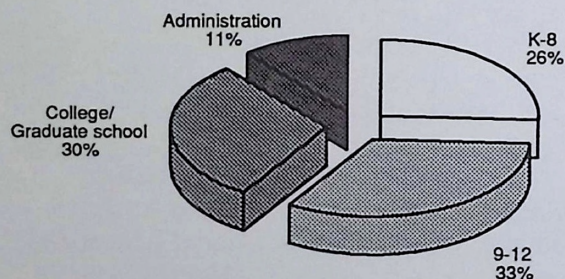
inCider AppleWatch

September Percentage of Stores Carrying



Source: InfoCorp.

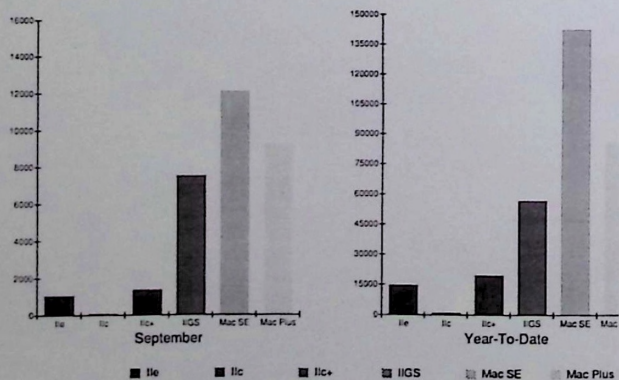
62% of inCider Subscribers indicate they are involved in education



Sources: 1989 inCider Subscriber Study
Harvey Research Organization

September and Year-to-Date Projected CPU Sales

Source: InfoCorp, Cupertino, CA.



September	1,080	100	1,400	7,560	12,160	9,300
Year-to-Date	14,940	1,320	19,780	57,300	142,600	86,460

Market Notes

Retail:

Below are average units sold per store for September. All figures are net:

Apple:	23.6	IBM:	23.4
AT&T:	25.2	Leading Edge:	21.9
Compaq:	11.3	Zenith:	13.5
Epson:	12.2		

The average units sold per store, broken into machine-specific units:

Apple Iie:	5.4	Apple IIGS:	7.0
Apple Iic:	1.6	Mac SE:	11.5
Apple Iic+:	2.8	Mac Plus:	6.7

Sales Figures from Apple:

The sales figures reported in *Apple-Watch* are provided by InfoCorp of Santa Clara, California. These projections are based on a survey sample size of 300 from a universe of 6,000 U.S. dealer outlets. InfoCorp cautions, "Although computer dealers in the United States are the largest channel for PCs, they are not the only channel. Discrepancies between InfoCorp's and manufacturers' numbers occur because manufacturers include their sales through other channels and/or their sales outside the United States. InfoCorp collects information from dealers on what they actually sell to end users."

Unfortunately, the manufacturer we deal with, Apple Computer, Inc., does not disclose sales figures, so we have to depend on outside research companies such as InfoCorp.

On the other hand, Laser Computer reports shipping about 10,000 units per month.

Marketing News, Coming Attractions

***inCider* Subscriber Study:**

The results of the 1989 *inCider* Subscriber Study, conducted by **Harvey Research Organization**, provide a profile of the *inCider* subscriber.

The typical *inCider* subscriber is male (71%), mature (average age of 41 years), extremely well-educated (almost all attended college and 42% have graduate degrees), and affluent—average household income is \$60,000. Seventy-five percent have children.

Nearly all (96%) of *inCider* subscribers' households own personal computers. They have owned their computers for an average of 2.9 years and spent \$3007 for their most recently purchased systems.

inCider subscribers are content with their current computer systems; only 25% are considering the purchase of new systems. However, readers are investing in upgrading those systems. Forty-three percent plan to purchase one or more peripherals in the next twelve months. The top priority is the enhancement of their Apple II systems with hard-disk drives, modems, accelerator cards or chips, 3 1/2" disk drives, and memory-expansion cards leading the list of planned purchases. As for software, *inCider* readers will spend about \$90,000,000 in the next twelve months.

Coming Attractions:

FEBRUARY

The State of the Art In Apple II Desktop Publishing—At *inCider*, February means desktop publishing. In our third annual desktop-publishing issue, Contributing Editor Cindy Field looks at the latest in page-layout software for the Apple IIe/IIc and IIGS. To help readers decide what program is right for them, we offer an extensive comparison of Publish It!, geoPublish, Springboard Publisher, AppleWorks GS, GraphicWriter, and Medley.

Fun with Fonts—If you don't like the way a font looks, change it. It's easy with a font editor. In February, we compare Font Factory GS, GS Font Editor, Font Doctor, and Fontasm.

The Wonderful World of Color—If you want better color than an ImageWriter II can produce, you have several options for adding a splash of color to your desktop creations.

MARCH

Death and Taxes—*inCider* can't help you with the first of life's inevitable realities, but it can help you with the second. It's tax time again. In March *inCider* looks at programs that help Apple II owners prepare their taxes easily and on time.

While on the subject of taxes, *inCider* editors figured they'd tackle another of their favorite topics—telecommunications. *inCider* compares the leading communications programs for the Apple II.

Videocassette recorders, videodisc players, genlock boards, and video-editing software have added a new dimension to Apple II computing. Senior Editor Paul Statt, Technical Editor Bill Kennedy, and West Coast Editor Jeff Cable experiment with multimedia productions.

From the Field

Quantum Computer Services, Inc., has reintroduced AppleLink Personal Edition as **America Online** for the Apple II and Macintosh. The monthly membership fee of \$5.95 entitles the customer to one free hour of use per month, after which the charge is \$5 per hour for evening or weekend use of all services. For information call 1-800-227-6364 or write to Quantum Computer Services, Inc., 8619 Westwood Center Drive, Vienna, VA 22182.

Apple Computer announced its holiday promotion built around the Apple IIgs and Macintosh Plus, SE, SE/30, and IICx. The promotion offers customers a "Free Trial Run" or \$150-\$300 cash back on purchases of qualifying Apple IIgs and Macintosh systems. With the Free Trial Run, customers who meet Apple financing criteria can undertake a free trial on the qualifying computer systems between October 14 and December 31, 1989. In addition, over 70 software developers are participating in the promotion through direct money-back offers on their products that are purchased by customers participating in Apple's Free Trial Run. For further information contact Brooke Cohan at Apple Computer, Inc., (408) 974-3019.

Laser Computer reports the Laser 128 EX/2 is shipping, although the stock is tight for the 3 1/2" disk model. Laser has also moved to larger quarters to accommodate increased production. The new address is 800 North Church Street, Lake Zurich, IL 60047, (708) 540-8086.

Rumors from the Field

- The soap opera continues in Cupertino: Will Apple spin off the Apple II division into a separate company? Will "Woz" run it? Will Apple introduce a faster SCSI card for the IIgs? Will Apple contract with a Japanese firm to produce Apple IIs? Stay tuned.
- We hear that a new memory-expansion card for the Apple IIc Plus will be called C RAM, but its software is stuck with this groaner: "C RAM Run."
- **Roger Wagner Publishing** hopes that HyperStudio will be an Apple IIgs standard by the time Apple decides if it wants to port HyperCard over.
- **Broderbund** is marketing the Carmen Sandiego Collection: Carmen clothing, Carmen wristwatches, Carmen posters, and more. Call (800) 521-6263 for your catalog.

Important Notes

December/January

Editorial Focus:

February: Desktop Publishing—Apple IIe/IIc and GS

March: Taxes—Telecommunications—Interactive Multimedia

February inCider

Close Date: 11/17/89

On Sale: 1/9/90

March inCider

Close Date: 12/26/89

On Sale: 2/13/90

April inCider

Close Date: 1/22/90

On Sale: 3/13/90